

DOWNTOWN DEVELOPMENT AUTHORITY BOARD MINUTES

Date: December 9, 2025

Meeting: Downtown Development Authority Regular Meeting

Place: Fraser Town Hall Board Room and Virtually

Present: Chair Parks Thomson, Vice Chair Tiffany Gatesman, Secretary Katie Soles
Board: Members: Barry Young, Greg Bechler (arrived at 9:07), Abbey Samuelson (arrived at 9:02), William Palmer, Steve Fitzgerald, Nick Crabb

Staff: Interim Executive Director and Assistant Town Manager, Sarah Catanzarite; Town Clerk, Antoinette McVeigh, Marketing and Communications Manager Sarah Wieck

Others: Dan Merchant

Chairperson Parks Thomson called the meeting to order at 9:00 a.m.

1. **Roll Call:** Chair Parks Thomson, Vice Chair Tiffany Gatesman, Secretary Katie Soles
Members: Barry Young, William Palmer, Steve Fitzgerald, Nick Crabb

2. **Approval of Agenda:**

Member Soles moved, and Member Young seconded the motion to approve the agenda.
Motion carried: 7-0.

3. **Consent Agenda:**

a. Minutes November 11, 2025

Member Crabb moved, and Member Palmer seconded the motion to approve the consent agenda. **Motion carried: 8-0.**

4. **Open Forum:**

None

5. **Discussion and Possible Action:**

a. **DDA Future TIF Projections, Troy Bernberg, Northland**

Troy Bernberg presented three documents to illustrate TIF (Tax Increment Financing) revenue projections for the DDA. He began with the "Revenue Revs by Type" document to demonstrate the significant difference in TIF dollars generated by commercial versus residential developments (29% vs. 6.25%). He explained that new construction primarily drives incremental assessed valuation.

Troy then reviewed specific development projections for Centrum Phase 1 and Strom projects, showing when these developments would come online and their estimated contributions to assessed valuation.

Sarah noted that the St. Louis Landing project, being a tax-exempt affordable housing development, would not generate significant revenue for the DDA initially. However, future phases with for-sale townhomes might generate some residential increment, though likely in the 3-5 year range.

Troy committed to providing an Excel file of his model so that Sarah could input future development projections as they become available.

Sarah also updated the board that the Town of Fraser was under contract to purchase the vet building across from the Amtrak station for a transit center, which would also make that property tax exempt. While not ideal for immediate DDA revenue, this could lead to future redevelopment opportunities.

b. Fraser Center for the Creative Arts Proposal for Future DDA Contributions,
Steve Fitzgerald, Fraser Valley Arts

Steve Fitzgerald, speaking as the President of Fraser Valley Arts, recused himself from DDA decision-making on this item due to the conflict of interest. He presented a proposal for the DDA to allocate a percentage of future net tax revenues to support the Fraser Center for the Creative Arts.

The proposal suggested allocating 2% of net tax increment revenues once they exceed \$75,000 annually, which based on current projections would likely begin around 2028. The funds would support the center's construction initially, and later its ongoing operations.

Steve explained that the center, projected to host 75-100 events annually plus daily activities, would generate approximately \$2 million in economic impact for the surrounding community. He noted that the center already had commitments of about \$3.5 million including land value and was within \$2 million of being able to break ground, likely around 2027-2028.

In exchange for DDA support, the center would make its facilities available to the DDA for meetings and events, promote DDA events, and potentially provide highway signage promotion.

Concerns were raised about making long-term commitments that could bind future boards, highlighting the importance of including language about "subject to annual appropriations" and a specific timeline. It was recommended to have both a cap on the total contribution and a timeline. It was also questioned whether broader priorities for spending funds should be discussed first. Additionally, several members deliberated on the potential structure of contributions, with the idea that a more substantial upfront investment tied to construction might be more beneficial for fundraising.

Member Soles moved and Member Crabb seconded the motion for Fraser Valley Arts to develop a specific proposal for future DDA contributions to the Fraser Center for the Creative Arts. Motion carried 8-0-1 Member Fitzgerald recused.

c. **Ski, Ride, Save Promotion Advertising, Sarah Weick**

Sarah Weick presented options for a Google Ads campaign to promote the Ski, Ride, Save program, which offers discounts at Fraser businesses for Winter Park Express, Amtrak, and bus riders who show their tickets. The campaign would target people searching for Winter Park Express deals, ski train information, and visitors planning trips to the area.

She presented three budget options:

1. Basic search ads at \$250/month
2. Search ads plus display and YouTube ads at \$500/month
3. Comprehensive campaign at \$1,000/month

The board discussed not only the ad spend but also the need for high-quality video content to make the ads effective. Sarah stated that Conner Nelson has created content for the Town's summer campaign Find Your Flow. He will also be creating a winter campaign Find Your Flow. She will try to include additional content for the Ski, Ride Save advertising for the DDA. The board discussed the timeline, with members agreeing that having something launched by January would be beneficial.

Member Gatesman moved and Member Thomson seconded the motion to spend \$1,000 for the month of January for Google adds, and a maximum of \$3,000 for the video content. The Google add campaign will be reviewed prior to committing to February or March. **Motion carried: 9-0.**

d. **Updates**

di. **Social Media Working Group**

Parks Thomson and Bill Palmer volunteered to serve on the working group and Abby Samuelson volunteered to assist if needed. They will work with Fraser staff Callie McDermot.

di. **Railroad Station Signage**

Parks Thompson reported that signage for the railroad station could be produced for approximately \$20 per square foot for printing and

materials. This approach would cost approximately \$1,380 compared to the previous estimate of \$8,000.

Member Soles moved and Member Fitzgerald seconded the motion to have Parks Thomson move forward with the sign not to exceed \$3,000. Motion carried 7-0, Members Crabb and Bechler were muted.

diii. Come Up Conference Series, Parks Thompson

Parks Thompson and Steve Fitzgerald reported on their meeting with Callie McDermott regarding a conference series concept. They proposed starting with social media posts highlighting local entrepreneurs, followed by in-person discussion events where these entrepreneurs could share their experiences with people interested in business development.

For the first event, they suggested featuring four DDA board members as entrepreneurs, to be held in early February. Parks, Nick, Abby, and Tiffany volunteered to participate, with a location to be determined based on the target audience's availability (evening or daytime).

The goal would be to help people understand pathways to business ownership and entrepreneurship in the community, with the format adaptable based on attendance levels.

6. Other Business:

a. Other Updates

ai. Town of Fraser Business Enhancement Grant Applications

It was announced that business enhancement grants are now available, with a priority deadline of February 1st to apply. After that date, applications will be accepted on a rolling basis until funds are exhausted. Information is available on the town website under economic development.

7. Adjourn:

Member Gatesman moved, and Member Fitzgerald seconded the motion to adjourn at 10:48p.m. Motion carried: 8-0.